Jinx

May 2022

Table of Contents

4 *Clothing Consumption & Adolescents*

8 *Outfits!*

12 *Making Style Personal*

14 *More Outfits!*

16 *Interview with Jodi Brewer*

20 *Slow Fashion*

22 *What Should I Wear?*

24 *Even More Outfits!*

30 *Ways to Reuse This Magazine*

Who?

We are Lizzy, Pippi and Ally seniors at Crosstown High. Our friendship and love for creating brought us together to produce this project. We have all been fascinated by fashion from a young age and our love for it has only grown since then, which has inspired us to challenge ourselves in what we create. Through this project we have explored multiple mediums, primarily fashion design and graphic design. We all have creative minds and we thought this would be the perfect opportunity to work together and spread awareness on an issue that we all care deeply about.

What?

Our senior capstone project this fashion magazine called *Jinx*. It focuses on major issues within the fashion industry and highlights some potential solutions to these problems. We hope to showcase ways in which we combat problems such as overconsumption and unsustainable/fast fashion through our magazine.

Why?

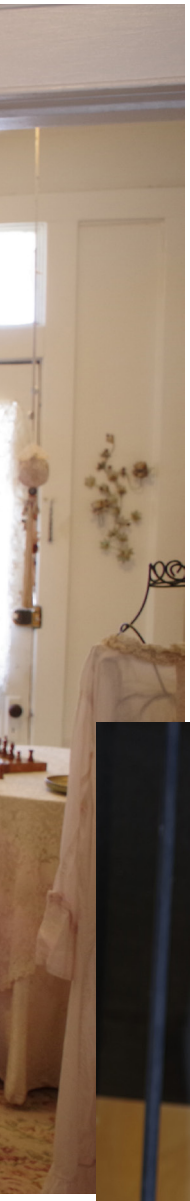
We want to inspire young people to make conscientious decisions when creating and shopping for clothes, while also producing an end product that does not promote consumption.

Clothing Consumption & Adolescents

Words By: Lizzy Fowlkes Pictures By: Allison Miller

In my AP Research class I was tasked with choosing a topic of interest and conducting my own study based on that topic. I chose to center my study around the current problem of overconsumption which is plaguing the fashion industry. Through my research I aimed to provide quality information on the following question: "How are trend cycles in the fashion industry, marketed through social media, affecting the consumerist tendencies of high school and middle school students?". As I gathered information for my body of knowledge, I noticed a gap in the current information around this topic. While there are multiple studies being done on adolescents and trend cycles and adolescents and social media, there is an insufficient amount of research being conducted on the consumerist tendencies of adolescents and how those tendencies are being encouraged through the trend cycles presented in social media platforms.

I surveyed middle and high school students and received a total of 175 responses. The biggest takeaway I gathered from my responses was that adolescents often do see clothing on social media that they would like to purchase. When asked this question in my survey, 88 students selected that they agree or strongly agree with that statement while only 46 students say that they disagree or strongly disagree. It is important to take into consideration these aspects of life, specifically looking at how advertising through social media can have negative effects on the material happiness of individuals. This essentially creates a vicious cycle of not being content and constantly wanting more. Designing and creating my own clothes has allowed me to develop a style that is reflective of my personality. This helps me express myself by wearing clothing I love that doesn't necessarily derive from a fleeting trend. I encourage this mentality in hopes to help educate others on this issue.



“If you can’t tell one season from the other, you’re motivated by a different kind of desire than just newness. You will learn to keep things, you will buy with more thought & discretion, and you will stop thinking of your clothes as a recyclable collection.”

- Rachel Tashjian

B

A

C

A. Handmade Semi Sheer Cream Top With Chest Ruffle Detailing
B. Handmade Striped Green Canvas Skirt With Black Buttons
C. White Sleeveless Dress Hand Beaded and Embroidered

Making Style Personal

Words By: Lizzy Fowlkes Pictures By: Pippi

When sustainable fashion is mentioned, the first thing that comes to most people's mind is price. Sustainable fashion companies are aiding in the solution to overconsumption; they often create pieces that are well made and environmentally friendly, but they come at a cost that is too high for the average consumer. There are many ways in which companies have tried to overcome the fast fashion industry, but what is frequently brushed over is the fact that it all boils down to the consumers themselves. Personal Style is a way for individuals to cleanse their mind from what they were taught to like and actually curate a wearable wardrobe based on pieces and items they find consistent joy in. In an article by Rachel Tashjian she explains "But personal style, not fashion, holds the greatest reward: it allows you to invest in yourself, rather than in a bunch of ideas about who you could or should want to be", emphasizing the personal aspect of personal style. It is inspiring to be able to decide who you want to be and express that through the clothes you wear, not relying on other narratives to drive your story.

Tashjian goes on to bring up other aspects of fashion such as trend cycles and how many individuals

are driven by the newness or popularity of a clothing item and don't stop to think if it is actually something they would enjoy wearing. Having clothing that sparks joy and is wearable, in the sense that the items are worn often, is something we can all take part in. The clothing I created in this section is clothing that makes me feel the most like myself in this current stage of my life. Making style personal is how we can individually change the perils of the fashion industry.

A. Handmade Black Pleated V Neck Tank Top
B. Up-cycled Red Skirt With White Fabric Detailing

Jodi Brewer

Jodi Brewer is an artist and creator in Crosstown Concourse. She has been such an inspiration to work with and learn from. Jodi has been a great help in our creative process by sharing ideas, teaching us techniques, and providing a safe space where our visions can prosper. See page 18 for the pieces we created with her guidance.

Tell us about your creative process and what inspires you?

I'd say I was really into art in general. It's how I express myself and work through problems; It's my outlet. Abstract way of speaking without a voice. Then I got into sewing. By the time I went to high school I was making all my clothes. I have always made art using fibers as well as sewing. I expressed myself creatively and artistically using clothing materials not necessarily making clothes.

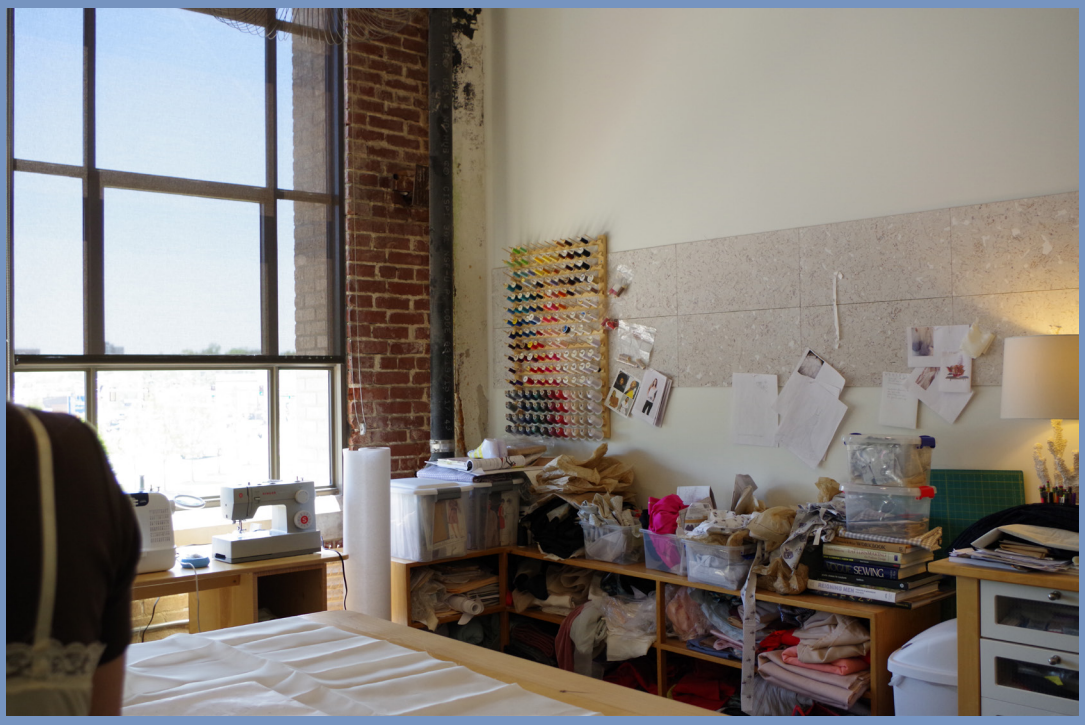
Inspiration comes from nature or emotional aspects depending on what's happening in my life. Clothes always provoked an emotional reaction for me, I could use them to show or hide something, or say something I couldn't express verbally.

What problems in the fashion industry are you most concerned about?

A lot of waste- we are more and more wasteful. Things are made as cheaply as possible to be worn once and thrown away.

What do you think is the best way to combat problems such as overconsumption in the fashion industry?

First, using sustainable fibers like cottons and wools- completely get rid of plastics like polyester. People don't place value on the clothes that they have, so creating fewer pieces that might be more expensive to reduce waste. It's a mental change. A lot of people aren't sure what they love. That doesn't come easy to everyone. As designers you have a responsibility to teach people what they like or teaching the value of clothing rather than a specific look. Valuing what you have- less is more- we've all heard it before but it's true.



SLOW

Fashion

About two years ago I taught myself how to crochet and it instantly became my favorite thing to do. I love getting to experiment with different stitches and patterns to make anything I want. Learning the craft also made me think deeper about how crochet is manufactured by fast fashion companies.

I came across the term 'Slow Fashion' once I followed a lot of crochet artists on Instagram and everything just clicked. Slow fashion is an approach to fashion that focuses on process in order to be more mindful of people and the environment. Slow Fashion aims to slow down buying habits and put intentionality into purchases. On the other hand, fast fashion is the method of rapidly manufacturing large quantities of clothing at low costs. Fast fashion creates enormous waste, unethical labor practices, and consumers who must keep purchasing poorly made garments.

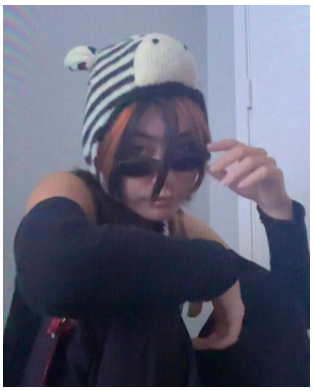
Recently, many fast fashion companies have been selling crochet items for low prices. This is a huge issue within the crochet world because crochet textiles can not be made by a machine. Fast fashion prices do not reflect the time and work that goes into crafting each piece by hand. The next time you see a crochet top for $20 be conscious that the person who made it did not get paid a fair wage.

For this reason it is important to shop for crochet products from artists themselves and not support companies exploiting their workers. It is expensive to buy handmade garments but you will get better quality and know where your money is going. Other ways to shop crochet ethically are to learn how to make it yourself or thrift for pieces. I have recommended learning how to crochet to many of my friends who have had success. You have the most options for customization when you create yourself.

It is important to note that just because fashion is slow does not mean that it is inherently ethical or sustainable. It is important to think about where the yarn you use comes from. Most of the time I am buying new yarn from a store because that is what is accessible to me so that part of the process is flawed. This doesn't mean that it isn't a step in the right direction, it just means that there is still a lot to do in terms of sustainability.

It is easy to feel helpless because it's impossible to be completely sustainable but don't make that shut you down. Any time you slow down and think about what you buy it is a step in the right direction.

What Should



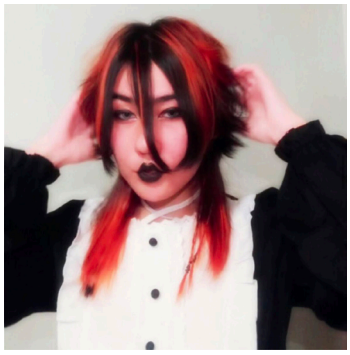
As cheesy as it might sound, building a sustainable wardrobe of clothing that you love is a journey with no final destination. Start to build a wardrobe with quality, versatility, and wear-ability in mind. In the long run, following personal style, not trends, holds the greatest reward.

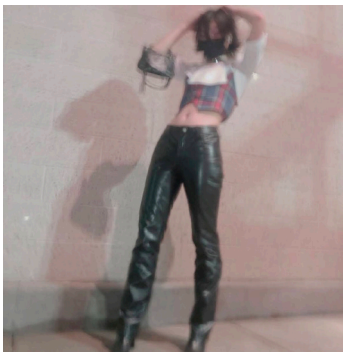
Trends come and go, but clothing stays– so it's important to focus on clothing that represents your style. It is important to start thinking in terms of quality over quantity, and even more importantly than that, find pieces you truly love, ones that will last beyond one season. (And ones that will never end up in a landfill) Avoid purchasing clothing you know you won't wear. It's also worthwhile to do research on the businesses you spend the most money on. Websites like *Good On You*, *Done Good*, and *Project Just* tell you where a company stands on issues like labor conditions, material sourcing, and waste. You are responsible for your possessions, so take a moment to really think about how an item will serve you before you purchase it. Taking that pause can save you more money and reduce more waste than you realize.

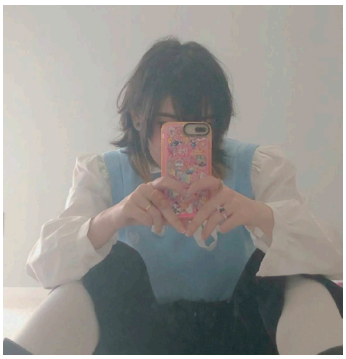
Feeling good in what you wear boosts your confidence. One issue that many have when building any kind of wardrobe is not knowing their "personal style" or struggling to pick one specific look. This is okay! There is no need to put yourself into a box or confine yourself to one style. Start by purchasing sustainable basics that can be dressed up or down and never force yourself to wear clothes you personally find uncomfortable. In a way, you are what you wear, so wear clothes that make you feel your best. This includes buying clothing from brands that treat their workers and the environment with respect. Put less emphasis on the need to find a niche and more emphasis on what's best for you. Begin to engage with the clothing market with more awareness of how your consumption affects society at large. Strictly buying sustainability can be constantly financially challenging. I don't have the money to spend on a lot of higher end, truly sustainable clothing items, so instead I make clothes out of scraps and supplies that I find in the wild. Sew with intention. Whether it be up-cycling a piece to better fit your style, or designing a new piece from scratch, intention is incredibly important. Ask yourself if you will wear a piece a large number of times. If the answer is no, then it may be best to pass on making the piece all together.

I Wear?

Words & Pictures by: Pippi

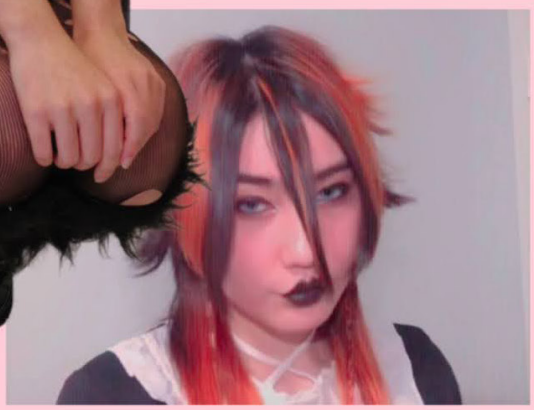






A. Handmade White Button Down With Hand-painted Silly Guy Patch
B. Handmade Mini Ruffle Skirt
C. Crochet Skull Bralette

C



A

Ways I reduce waste when building my wardrobe:

I take as many steps as I can to reduce fabric waste. Beyond laying patterns in the most efficient way I can, I also save all of my scraps to use in no waste pieces. (I patchwork scraps of fabric into one larger piece that can then be made into an article of clothing)

B

The most sustainable fabric you can find is the fabric you already own. Of course, you have already bought it so there is no extra impact to be made. Try up-cycling a piece in your wardrobe that you no longer wear.

Hand-me-downs are a major plus when it comes to building a sustainable wardrobe.

If I need to replace a piece, I try repairing it first.

B

A

C

A. Up-cycled Holey White Tank
B. Up-cycled Denim Mini Skirt
C. Handmade Crochet Hat

D. Handmade Pleated Picnic Skirt
E. Handmade Curtain Top
F. Matching Picnic Headband

A

B

A. Hand-painted Undead Tee
B. Handmade Half Pleated Skirt
C. Handmade Black Gingham Dress

C

Ways to Reuse THIS Magazine

Make an origami tiger

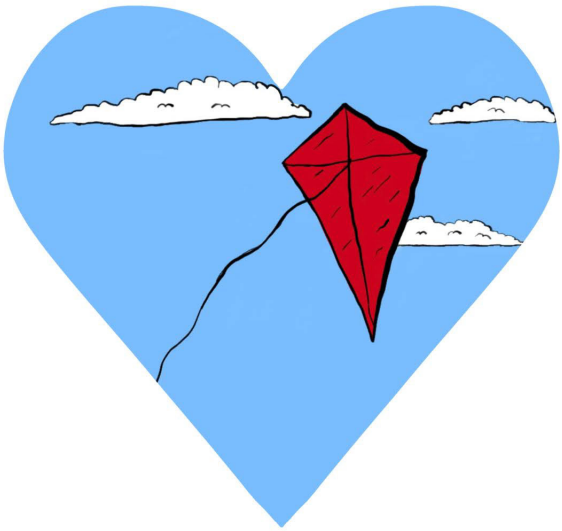
Get a hole puncher and make confetti for your next celebration

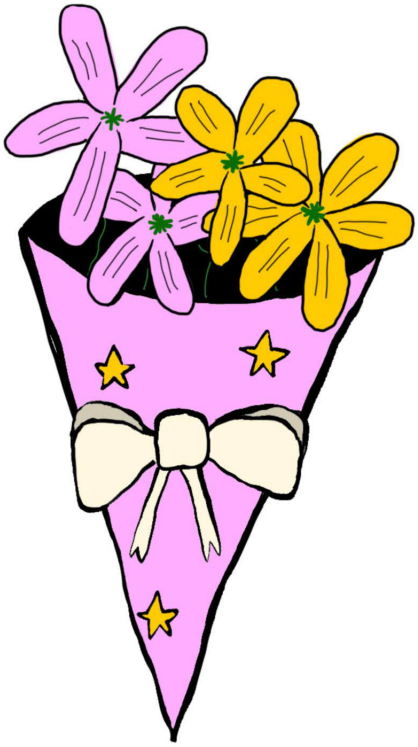
Gift it to someone you like or someone you hate

illustrations by
Paul Cotfield

Make a collage

Make a kite





Make a paper bouquet

Rip out pages for posters on your wall

You Owe Me A Soda.